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| <div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; border-radius: 50%; padding: 10px; margin-right: 10px; text-align: center;"> <b>01</b><br/> <small>NOV 26 2001</small> </div> <div> <b>INFORMATION DISCLOSURE CITATION</b><br/> <small>(Use several sheets if necessary)</small> </div> </div> |                     | Docket Number (Optional)  | Application Number |
|  |                     | 30454-100   | 09/870,201         |
|  |                     | Applicant(s)  |                    |
|  |                     | Charles Young   |                    |
|  |                     | Filing Date   | Group Art Unit     |
|  |                     | 05/29/2001  | NOV 2 8 59h01      |
| <b>OTHER DOCUMENTS</b> <small>(Including Author, Title, Date, Pertinent Pages, Etc.)</small>   |                     |   |                    |
| EXAMINER   | INITIAL & TRADEMARK | Technology Center 2600  |                    |
| SM   |                     | Young, C.E. et al. "Visual Connectedness and Persuasion." Journal of Advertising Research, March-April, 1992. Located at <a href="http://www.ameritest.org/education/journal/visualeconnectedness.htm">www.ameritest.org/education/journal/visualeconnectedness.htm</a> .                             |                    |
| SM   |                     | Young, C.E. et al. "The Visual Experience of New and Established Product Commercials." Advances in Consumer Research, vol. 18, 1997, pp. 545-549. Located at <a href="http://www.ameritest.net/education/journal/visualexperience.htm">www.ameritest.net/education/journal/visualexperience.htm</a> . |                    |
| SM   |                     | Young, C.E. et al. "Video Rhythms and Recall." Journal of Advertising Research, vol. 29, no. 3, June-July, 1989, pp. 22-25.   |                    |
| SM   |                     | Young, C.E. et al. "Guidline: Tracking the Commercial Viewer's Wandering Attention." Journal of Advertising Research, June-July, 1987. Located at <a href="http://www.ameritest.org/education/journal/guidelines.htm">www.ameritest.org/education/journal/guidelines.htm</a> .                        |                    |
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| EXAMINER   |                     | DATE CONSIDERED   |                    |
|  |                     | 01/02/09  |                    |
| *EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.   |                     |   |                    |